25 ANNUAL SAN FRANCISCO ART FESTIVAL CELEBRATION

September 23-26, 1971

Civic Center Plaza

A project of the Art Commission of the City and County of San Francisco; Honorable Joseph L. Alioto, Mayor

Photo by Eleanor M. Lawrence

Once more it is my pleasure to welcome you to the Art Festival.

This is the twenty-fifth year of this popular event which is now accepted as a San Francisco institution.

I feel a particular affinity for the festival, because my association with the Art Commission practically began at the same time. I have watched its movements, change and growth from year to year, and am pleased to note that what began as a singular Art Commission event in the visual arts, is now only a portion of a total program.

On this occasion we can also take notice of the entire range of Art Commission activities.

The Art Commission, as you may know, must approve the design of all public buildings. This important activity is entrusted to our Civic Design Committee which is composed of professionals in the field of architecture and landscape architecture. Its decisions are not always happily received — but its devotion to elevating the quality of public architecture cannot be disputed. Last year over 200 submissions were reviewed.

In the area of music, the Art Commission for the past twenty years has presented the Arthur Fiedler Summer Pops Concerts with the San Francisco Symphony. We are proud to say that with tickets starting at 50 cents, this is the best musical bargain available and the public knows it. This year witnessed a series of sellout performances and a concert attendance of over 52,000.

Three years ago the Art Commission initiated the summer Twilight Concerts at the De Young Museum — a series that again has taken hold, and while we are no longer involved in these presentations we are pleased to have started them. We have had the privilege of co-sponsoring other musical events such as Downtown Outdoor Concerts with the Chamber Music Society, a series of concerts with the San Francisco Conservatory of Music, and three years ago we provided a series of chamber orchestral concerts under the direction of Dr. Paul Freeman — an outstanding black conductor, who is now the Assistant Conductor of the Detroit Symphony.

Another continuing activity has been that of the Civic Chorale, under the direction of Winifred Baker. Many outstanding choral works have been given their initial San Francisco performance by the chorus — a policy we hope to see continued.

The Art Festival, of course, was the Art Commission's first step in support of the Visual Arts. An important adjunct of the Festival has been the establishment of a Municipal Collection of Art, acquired through our annual purchase, for the enrichment of public offices.

We are happy to acknowledge and welcome this year the support of the Home Savings and Loan Association in establishing an annual purchase program. This important contribution not only strengthens the Festival, but is of importance to the artists of the Bay Area. We hope other firms will seek to follow this organization's leadership.

Five years ago at the request of the Art Commission, the City established a program whereby a percentage of the cost of construction of new public buildings is set aside for art enrichment. Within this period of time, the City has expended over $300,000.00 in the acquisition and commissioning of works of art. We are proud of this program. A visit to any of our new health centers, for example, will prove the benefits of this far-seeing ordinance.

Last year the Art Commission established a municipal Art Gallery next door to our offices. It is a handsome, large space with fine light. Apart from serving the community of artists in offering group and one man shows (no fees or commissions are charged), it has functioned as a facility for concerts, readings, etc.

Our newest program has been that of the Neighborhood Arts. This activity which is devoted to "making things happen" in the neighborhood has had an outstanding success in assisting neighborhood art workshops, neighborhood festivals and cultural events and whatever programs suggest themselves or are desired by the neighborhoods. Nationally it is considered to be a model program.

The range of commission activities cannot, however, be considered entirely a success story. Despite the expansion, our funding has not only failed to increase but we have witnessed a steady erosion of financial support. Our means have been pretty well stretched in an attempt to keep all of our projects going and we find that the establishment of any new programs endangers an old one.

Only the articulated support of the public — only by the insistence of artists and public alike for a significant support level, will we be able to continue our current efforts to develop menaingful programs for the people of San Francisco.

Harold L. Zellerbach

OFFICERS OF THE COMMISSION:
Harold L. Zellerbach, President; Martin Snipper, Executive Director; Mrs. Ruth Asawa, Chairman, Visual Arts Committee: Antonio Sotomayor, Tom Hsieh

COMMISSIONERS:
Mrs. Anita G. Martinez, Ernest Born, Alexander Yuill-Thornton, Eric Hoffer, David Mayes, Ransom M. Cook, Loris deGrazia, William R. Wallace, Ed Callanan, Walter Newman. Mrs. Joan Ellison, Secretary

FESTIVAL STAFF:
Elio Benvenuto, Director; Joseph Paul, Public Relations; David Yale, Designer

The Art Commission is pleased to celebrate the 25th Annual Art Festival with a retrospective exhibition of the distinguished sculptor, Robert Howard

A Perspective History of the "Annual"

The S.F. Annual Art Festival is celebrating its 25th anniversary, with the same fervor and involvement with which it was conceived and realized by a group of artists 25 years ago under the sponsorship of the Art Commission.

Throughout the years, the exhibition has been recognized as a viable vehicle for an ever growing number of artists resident in the Greater Bay Area. (Public attendance has grown from 100,000 to 200,000 & 300,000.) It has evolved as a unique "Agora," with its own connotations: characteristic of the cosmopolitan make-up of our population, and its artists. This intricate almagam of ethnic groups reflect the magnetic attraction that this land has exercised on every corner of the planet. The Festival has become specifically an art market for the urban and suburban knowledgeable art collector with one eye to the quality product, and the other to the purse.

The Festival is an experience for the visiting tourist; and certainly a happening to a public that with its throng has enlivened the show, enjoying the variety of original artistic expressions, within the framework of an informal environment; enriched by four days of lively performances presented on a specially built stage.

The prototype annual A.F. was born out of frustration in the year 1938. At that time very few galleries were operating within the city, and only two museums were available to the artists, the Palace of the Legion of Honor and the De Young Memorial Museum. These institutions were exhibiting only recognized art, which came West by way of established hierarchies on the East coast and Europe.

The San Francisco Museum of Art, relocated in the War Memorial in 1935 and under the direction of Dr. Grace L. McCann Morley, pioneered the new forms of 20th century art. Out of the W.P.A. experience, a group of artists organized the 1938 Hotaling Place Show; it was free of rules and open to the ever hard working painter, sculptor, and craftsman. It originated a wide interest in the artistic life of the City.

In 1939, it was rained out of Hotaling Place, which was adjacent to a large number of art studios and was then sheltered in the Ferry Building.

1941 witnessed two exhibitions, one in the spring and one in the fall, again at Hotaling Place.

Five years elapsed (the War Years) before the show acquired official support and substantial enthusiasm to carry it onward.

The Art Commission in 1946 launched its first Annual Festival, endowed with a limited budget. It became the most attended art event of the middle century. The exhibit was housed in the recently vacated military barracks, which "adorned" the grounds of the Civic Center Plaza. The annual show was marked by many happy events and a few delusions, but as any healthy, natural phenomenon, it took deep roots in the hearts of the artists and the public, alike. It provoked wide interest and gradually changed its format, at many different locations within the city; but always experiencing a great attraction to the new generations of neophites. Year after year involved different people with different backgrounds and with one ideal, the festival of the arts.

A great many of the local, well known contemporary artists received their christening at the annual show and the first recognition of their talent. Many of the first participating artists are now nationally and internationally known and are part of the cultural life of the nation.

With the spare funds provided by the Board of Supervisors, a city collection was initiated. It now embellishes several City offices and represents a rather large, valuable asset to the City: approximately 151 paintings, 243 various craft works, 62 graphics: for a total of $36,030.50 for paintings, $16,392.00 for sculpture, $14,486.75 for crafts, and $1,625.50 for photographs. Some of the artists represented are: Lucien Labaudt—'46, Sonia Larenson—'46, Charles Surendorf—'46, Louis Siegrist—'46, Robert McChesney—'50, Irvin Norman—'52, Alexander Nepote—'52, Elena Netherby—'52, Roy Walker—'52, Gordon Cook—'53, Peter Macchiarini—'53, Edith Heath—'53, George Post—'54, Robert Bechtle—'54, Ernie Kim—'55, Hazel Smith—'57, Ida Dean Grae—'58, Henri Marie-Rose—'59, Glen Wessels—'60, Mary Renk—'60, Earl Curtis—'62, Louis Guiterrez—'62, Minoru Nojima—'62, Win Ng—'63, Ed Cromey—'64, Bob Fritz—'64, Fred Reichman—'64, Stephen DeStabler—'64, Dennis Beall—'65, Alice Shannon—'65, Ruth Asawa—'66, Roy Gunther—'66, Bruce Beasley—'67, Ed Hanson—'67, Klaus Murer—'68, Norman Stiegelmeyer—'68, Andrew Bergloff—'69, Peter Blue Cloud—'69, Trude Guermonprez—'69, John Magill—'70, Kenjilo Nanao—'70.

Whenever funds were made available, prestigious personalities in the art field were invited to act as jurors. They provided an extension to the Visual Art Committee avoiding the stigma of official art. Indeed, they stimulated the public's visual perception proposing the acquisition of many works, which created controversial discussions by art critics and by opposite artistic, philosophical schools of thought. Some of the prominent jurors were: Lloyd Goodrich—'50, Bartlett H. Hayes—'50, Thomas Carr Howe—'52, Fredrick Wright—'52, Hudson Roysher—'54, Abel Warshaisky—'54, Rico Le Brun—'55, Bernard Rosenthal—'55, Alfred Frankenstein—'56, Milliard Sheets—'56, Allen Adler—'57, Glen Lukens—'57, Karl Zerbe—'57, Herman Cherry—'58, Kathryn Nash—'58, Winfield Scott Wellington—'58, Graeme Keith—'59, Paul Mills—'59, Perry T. Rathbone—'60, Peter Voulkos—'61, Ninfa Valvo—'62, Alexander Fried—'64, Norman Geske—'64, John Coplan—'67, Jacques Schnier—'67, Roy Walker—'67, Jim Weeks—'67, Thomas Albright—'68, John Humphrey—'68, Claudio Williams—'68, Arthur Bloomfield—'69, Ben Hazard—'69, Nathan Oliveira—'69, Tevis Jacobs—'70, Gerald Nordland—'70.

September and the Indian summer are symbolic of San Francisco's weather peculiarities. Many Septembers have tested the jurors' love and patience in retreading their steps to check, once more, a painting or a sculpture or the various craft exhibits before announcing their chosen "objects."

The 25th celebration wants to signify the youthful and mature grace of the event, the establishment of a noble tradition in a gracious City and a symbolic present to the people of the Greater Bay Area.

Elio Benvenuto

↑ 1946- First Annual San Francisco Art Festival

↓ 1970- Twenty-fourth San Francisco Art Festival

Photos by Peter Macchiarini

Affiliated Artists

BAAC GROUP

Buerkel, Don
Elliott, Lillian
Fritz, Robert
Knutsen, Don & Woody
Lange, Judith
Werner, Ann
Willrodt, Jo

CALIFORNIA DESIGNERS

Anderson, John A.
Binarez, Bob
Romero, Robert

COMMUNITY COLLEGE

Allen, Betty
Allen, Dede
Andrews, Bill
Balala, Monda
Ballen, Barbara
Been, Bill
Benson, R.M.
Bergmark, Hal
Bracker, Maria
Breitfeld, Werner
Burns, Kenneth
Ballen, Barbara
Casca, Nadine
Carter, Glenn
Cesena, Ed
Colthurst, Eileen
Cunning, Jim
Ekerold, Helen
Epstein, Milton
Flas, Christiane
Fredericks, Neti
Frelot, Hollis
Fuller, Zilpha
Genson, Clifford
Gerhardt, Michael
Gold, Rosabelle
Golfos, Jim
Golledge, Lois
Hadfield, Arlene
Harburger, Esther
Holmes, June
Howard, Rosabelle
James, Martha
Jensen, Jeanne
Jess, Olga
Kaline, Norma
Kennedy, Floy C.
Kennedy, Russell E. L.
Kosovitz, Herbert D.
Leung, David
Mackey, David G.
Madden, Nanette
Madole, Diane
Maloney, T. George
Mateo, Peter J.
Matulick, Grace
McNutt, Alfred
Mendelsohn, Jacqueline
Miranda, Gus
Monks, Joanne
Montanya, Dela
Moster, Marg
Mugar, Esther
Navarro, Armando
Norberg, Arne
Norberg, Gunilla
Oller, Lorraine
Pesely, Frances M.
Prairie, Ray
Resnick, Emily
Robin, Joan
Rousseau, Ann
Samollow, Patricia
Sanchez, David Y.
Sarouhan, Alice
Steinberg, Linn R.
Stetson, Helen
Stevens, Mike
Strays, Gladys
Swift, Betty
Sanchez, David Y.
Tokuda, Katie S.
Triba, Mary
Turnpenny, Michael H.
Vannucci, Joe
Villanueva, Nancy
Ward, Robert
Warlen Arlene
Wigfield, Milka
Wiener, Lillian
Williams, Ann
Williams, Rachel
Wolding, Connie
Wolff, William
Wu, Stafford
Young, Karen
Zohn, Janette

INVITED CONCEPTUAL ARTISTS

Bowen, Jerry
Pennuto, Jim

INVITED CRAFTSMEN

Bartron, Paula
Bergloff, Andrew
Carlson, Donald
Clark, William L.
Dodds, Rose
Falch, Myra
Frey, Viola
Gabielson, Trygve
Jeung, Alice
Judd, Ron
Macchiarini, Peter
Mark, Irene
Meinhardt, Bob
Mitchel, Helene
Nelson, Arthur E.
Nojima, Minoru
Nojima, Mishi
Norstad, Eric
O'Burke, Ruby
Peacock, Roger
Robles, Ray
Roush, Dale
Shannon, Alice
Wingerd, Gerta
Yano, Kiyo

GALERIA DE LA RAZA

Camplis, Francisco
Carrillo, Graciela
Castellon, Rolando
Concha, Jerry
Garcia, Rupert
Loarca, Carlos
Maldonado, Adal
Maradiaga, Ralph
McNeil, Rafael

Ojeda, Jay
Rios, Mike
Rios, Tom
Rivera, Gustavo
Rodriguez, Manuel
Sanchez, Carolee
Sanchez, Pilar
Valsoto, Luis
Yanez, Rene

GRAPHICS WORKSHOP

Axelrod, Mark
Bland, Jane Randolph
Bogue, Virginia
Carpenter, Bonnie Louise
Coerr, Susan
Correll, Richard V.
Gibbons, Alice D.
Kennedy, Elizabeth
Kenny, Thomas
Middleton, Kendra
Moore, David
Olwell, Carol
Peng, Elliotte C.
Sabre, Iris
Southard, James
Urbach, Lilly M.
Wolff, William

IMAGE CIRCLE

Awtry, Paula
Blank, Stuart
Chan, Ronald
Chase, Mac
Fackenthal, Diane
Gibson, Ellen
Hansen, Patrick
Haveman, Josepha
Heath, Frances
Howe, Julianne
Keenan Jr., Larry
Konno, Osamu
Krock, Pat
Mahoney, Dan
Marut, Charles
Mirraval, George
Patterson, Carroll
Ploss, Robert
Scaup III, Karl
Strong, Betty
Strother, John
Tucker, Kay

MARIN SOCIETY OF ARTISTS, INC.

Andrew, Pat
Bennett, Faye
Bushnell, Brent
Cardy, Dave
Convis, Mary Anne
Dorn, Virginia
Falch, Lynn
Franklin, Jeanne
Frederick, Robbie
Gibson, Catherine
Hardy, Naomi
Healey, Bernard
Healey, Phoebe
Herschleb, Fred
Herschleb, Sydney
Johnson, Ursula
Lauritzen, Bruce
Maxfield, Marion
Merrill, Clem
Merrill, Girldine F.
Meyer, Patricia F.
McCall, Gini
Norton, Bettyjo
Pirie, Marjorie
Sather, Jewel
Shaffer, Carolyn
Spanier, Flo
Thelen, Phyllis
von Newmann, Eve
Ward, Margaret
Wienholt, Anne

METAL ARTS GUILD

Allison, Vera
Anneberg, Margery C.
Bielawski, Eugene
Braunschweig, Galina
Breed, Phyllis
Britton, Sherry
Caetano, Fay E.
Chapman, R. Gordon
Coleman, Dr. Robert
Correll, Leslie
Cox, Tom
Dear, Lida
Dixon, Florence
Dunton, Sydney
Erickson, Ardyth
Evans, William
Gillespie, Fran
Giovannetti, Alan
Gompf, Richard C.
Gordon, Douglas
Gordon, Judy
Grothkopp, Connie
Jefferson, Bob
Jennings, Carl
Lane, Kay
Lee, Richard S.
Lesnewsky, Sandra
Loo, Douglas Y.
Meyer, Patricia
Montgomery, Evaneline J.
Nutting, Jack
Olivetti, Vittoria
Renk, Merry
Resnikoff, Florence
Riegel, Anne
Shafran, Nona
Shafran, Philip
Small, Carole
Stahl, Naomi
Warren, Judy
Warren, Lansing
Weber, Martin K.
White, Katharine C.
Witt, Jeannette

OLIVE HYDE ART CENTER

Eakin, B. Glen
Gauld, John
Kirkpatrick, Susan
Mayer, Candace
Nitta, Jeanne
Rizzoli, Steve
Soult, J. T.
Sunderland, Laura
Webb, Dorothy

INVITED PAINTERS

Allen, Gary P.
Barber, Helene
Beaumont, Mona
Bellow, Cleveland
Brandon, Warren
Brody, Blanche
Brooks, Alan
Brown, Gloria
Byler, Ken
Chamberlin, Wesley
Conghlin, James
Cook, Michael
Crumpler, Dewey
Dearborn, Arthur
Despres, Joanna
Docili, Alexandra
Dodge, Jon
Edwards, Dixie
Elder, Muldoon
Farr, Charles Griffin
Favela, Arnold
Felter, June
Fujita, Yoshi
Gabriel, Antonio
Garfinkel, Ada
Glaubman, Evelyn
Greene, John
Gutierrez, Louis
Hedrick, Wally
Hibi, Hisako
Hope, Hedda
Howard, John Langley
Izumi, Takayoshi
Jerome, Robert S.
Jung, Alice
Kelley, Jim
Kishi, Masatoyo
Klayman, Toby
Macchiarini, Ruth
Magill, John
Mancini, John
Mason, Phillip Lindsay
Mattes, Hans A.
McCandless, Jean
Miller, Jay
Morrison, Helen
Moul, Ann
Mund, Marvin
Nakamura, Junko
Nerger, Ethel
Piercy, Roger
Rapoport, Sonya
Reichner, Ann
Rivera, Gustavo
Robles, Donatella
Rodriguez, Peter
Sakurai, Takami
Seigle, Ralph Cornell
Shapiro, Daniel
Shimazu, Fumimura
Siegriest, Louis B.
Sinton, Nell
Slock, Leonard
Solomon, Rudy
Steel, Claudia
Stiles, Knute
Stone, Gwen
Sultan, Henry D.
Trubach, Serge
Vinson, Roy
Wagner, Donald
Walton, Irby
White, John
Williams, Tony
Witheridge, Marian

PALO ALTO CLUB

Abel, Kaleen
Abraham, Rae
Ball, Marge
Bierly, Karen
Eads, Pinkie
Fenn, Beatrice
Johnson, Vickie
Meagher, Terrence
Mohr, Louise
Namet, John
Paulo, Ida
Prickett, Susan
Schonberger, Howard
Sitnek, K.T.
Sorenson, Jean
Tapella, Sandra
Wiesjohn, Angie

INVITED PHOTOGRAPHERS

Berenson, Betty
Buryn, Ed
Clay II, Buriel
Kanazaka, Kenji
Knott, James R.
Laughlin, Richard
Mitchell, James
Moore, Margo
Moss, Elmer
Pollock, Betty
Ruben, George
Samuels, Michael
Sekiguchi, Yoshiki
Springmann, Christopher
Washington, Mike

INVITED POTTERS

Aanonsen, Hugh A.
Cole, Bernadette
Eby, Robert
Fritz, Robert
Fuller, Dan
Johnson, Thano J.
Meisel, Alan R.
Prieto, Eunice
Strini, Rick
Whitney, John

SAN FRANCISCO WOMEN ARTISTS

Anderson, Eleanor
Austin, Susanne
Bailey, Thelma
Bennett, Marylin
Bonart, Bertha
Bunker, Lorrie
Burley, Betty
Calpestri, Shirley
Chin, Sue
Coleman, Jackie
Conley, Wanda
Dierauf, Verity
Dignan, Eleanor
Donegan, Joan
Dorn, Virginia
Downie, Romana Anzi
Elliott, Madge
Frances, Harriette
Gerald, Ann
Gilmour, Frankie
Gomberg, Suzanne
Griffith, Marilyn
Gudmundson, D.
Hack, Teresa
Hessing, Herta
Hicks, Frances
Jaklevic, Janeen
Jones, Patti
Kahrs, Katherine
Kaufman, Jan Wilson
Keesing, Madeline
Landau, Beryl
Laurant, Toinette
Lee, Lois
Levine, Harriet
Levy, Billie
Lopez, Judith
Maurer, Patricia
McCandles, Jean
McGinley, Louise
Munroe, Virginia
Murphy, Marian
Mutrux, Alicemarie
Niles, Helen Beccard
Oliver, Susan
Ormsby, Vivian
Otake, Miyuki
Rosen, Maggie Hazell
Ross, Patricia
Schwartz, Leah
Seawell, Marion
Sher, Elizabeth
Siberell, Anne
Simpson, Anita
Smith, Mercedes M.
Steel, Claudia
Steinberg, Stephanie
Stryks, Natalie
Toomajian, Norma
Travis, Betty
Tylor, Helen
Ullberg, Marjorie
Vincenti, Joyce
Walsh, Patricia
Wiesenfeld, Betsy
Wyler, Micheline
Young, Janet Todd

SATURN & CO.

Almond, John
Brayman, Fred
Chapin, Jim
Di Gesu, Peter
Fried, Gail
Grace, Cynthia
Grant, Josie
Greeley, Bunny
Greeley, Charles
Herzfield, Patricia
Hyde, Nick
Levy, Jacques
Martin, Sheila
Millet, Ned
Stiegelmeyer, Norman
Taylor, Gage

INVITED SCULPTORS

Asawa, Ruth
Barnes, Carroll
Beardslee, L.B.
Brenneman, Rollin
Cima, Frank
Clark, Irene
Cravath, Ruth
Faralla
Fuller, Mary
Hitchcock, Erik
Hoare, Tyler
Howard, Blanche Phillips
Johnsen, Al
Johnson, C.B.
Johnson, Marie
Marden, Roxanne
Marioni, Thomas
McCarthy, Max
Palos, Manuel
Perrizo, J.D.
Riskin, Alexander
Selinger, Paul E.
Sells, Raymond
Serra, Rudy
Stoval, Jim
Van Den Berge, Peter
Vigneri, Frank

SOCIETY OF WESTERN ARTISTS

Adams, Fredi
Archer, Marie
Burden, Ruth
Burhham, Jane
Call, Leila
Close, Marjorie
Conley, Wanda C.
Connell, Marjorie
Cowie, Peter Joseph
Crowe, Vivian
Cunningham, Pat
Davis, Dorothy
Deane, M.M.
Doggett, Muriel
Dollinger, Renate
Drahos, Livvy
Dzigurski, Alex
Elling, Hazel
Ferehoff, Vera S.
Flahaven, Jane
Haratani, Claire
Henry, Jean
Holliday, Stacey
Kern, Albin
Kent, Robert W.
Kirkewooy, Margo
Kruskamp, Janet
Lake, Todd
Lavorini, Vicki
McCauley, Beverly
Mackay, Brenda Ross
Moad, Ruth L.
Molloy, Mary E.
Musser, Tom
Palmer, Mabel
Pena, John
Phillips, Laura
Post, George
Preston, Robert
Rabinowitz, Elizabeth
Radliff, Ray
Roublon, Irina
Sievers, Lomita
Stevens, Marjorie
Urriola, Chris
Vardanian, Serop
Wood, Helen S.

SPECIAL PRINT EXHIBITION

Beal, Dennis
Clark, Katherine
Dong, Jim
French, Gustl
Gooch, Gerald
Gorman, Jim
Heineman, Carol
Hom, Sam
Hu, Sandria Ann
Humphrey, Margo
Koppel, Stan
Loo, Jack
Moon, Robert
Mori, Aki
Nanao, Kenjilo
Oda, Will
O'Kane, Rose
Packard, Emy Lou
Pong, Gerald
Sotelo, Susan
Talbot, Jonathan
Thornburg, Jean
Topp, Rosemary
Towne, Evanell
Tsutsumi, Sachi
Tung, Nei Chu
Weber, Stephanie

THE UNICORN GALLERY

Cervantes, Susan Kelk
Hilton, Ralph
Kirchner, William
Lockey, Melboure
Longo, Al
Longo, Chiyomi
Silverberg, Leonard
Skelton, Allie Bill

INVITED WATERCOLOR

Austin, Lucille
Barieau, Katherine
Blanc, Pauline
Burke, Eleanor
Degan, Diane
Dickinson, Eleanor
Fang, Chao-Ling
Guttman, Ethel
Hughes, Sam
Kaufman, Dorothy Sovinsky
Kotcher, Linda
Lew, Weyman
Mitchell, Robin
Okamura, Tomiko
Perez, Vincent
Potter, Kenneth
Shuger, Phyllis
Suzuki, Lewis
Whittelsey, Miyoko

INVITED WEAVERS

Elliot, Lillian
Guermonprez, Trude
Hamins, Difa
Patera, Charlotte

Unaffiliated Artists

CRAFTSMEN

Arzio, John
Adams, David J.
Badger, Jennifer
Bassett, Richard
Baumgardner, Evelyn
Bazzell, Charles
Berrard, Charles
Bock, Louis
Bolsta, Jack
Boone, John
Bronk, Jerry
Burke, Bill
Bzik, Ann
Camner, David
Cicchelli, Thomas
Cieslikowski, Zeny
Close, David
Cohn, Michael
Connell, Jeffrey W.
Correll, Leslie
Creitz, William & Patricia
Crutchfield, William
Cull, William H.
Dalwigk, Paul
DeLappe, Pele
Dennen, Brian
Dobbs, John
Elston, Teddy
Family Gooey Pottery
Flores, Gene M.
Fogle, Richard
Fotenos, Christine
Francisco, Barbara
Gibson, Judy
Glosenger, Cardle
Goffstein, Jill
Goldberg, Phil
Grey, Robin
Guido, Rick
Habhat & Seich
Hamlin, Larrie
Hanzell, Cele
Hard, William
Haug, Cindy
Heil, Elisabeth
Henderson, Troll
Herlacher, Richard
Hiersoux, Catherine
Hitchman, Robert
Hollern, Patrick J.
Hooper, Cherie
Hoyt, Nancy
Hulse, Clinton E.
Jower, Don
Johnson, Barbara
Karns, Thomas
Klinger, Janedare
Knox, Kay
Kostelic, John D.
Kocisko, Richard Zolo
Kramer, Jerry R.
Kraus, Jeff
Lamkin, John
Leisure, Jerry
Ludemann, Jerry
Mangan, Jerry
Manning, John
Marshall, Jim
Meyer, Steve
Mor, William
Mordaunt, Mel
Morrison, Debora
Murphy, Larry
Nelson, Ronald J.
Niles, Wendy
Nyikos, Paul
Oberti, Daniel
Occhiogrosso, Thomas
Oritt, Richard
Perkins, Timothy
Perrino, Gloria
Pope, Henry F.
Powers, Mike
Roland, Steve
Reid, Karen
Reson, Myla
Reussner, Willie
Rice, Alan
Robinson, Sandra
Rosenthal, William
Rubin, Mitchel
Ruff, Kerby
Sanford, Shirley
Schaefer, Charles F.
Schmidt, William
Shafran, Phil
Shaw, Dan & Sherry Hogue
Sheika Leathers
Simpson, Mel
Skinner, Arthur
Spangler, Glenn
Stanley, Martha
Treadwell-Close, Claudia
Tyo, Elaine
Warren, David
Weathers, Dennis Lee
Weber, Waltraud
Weininger, Art
Weirauch, Jack & Karen
Wheat, Sharon
White, Gage B.
White, Warren L.
Wilder, Glenn
Wong, Gordon

PAINTERS

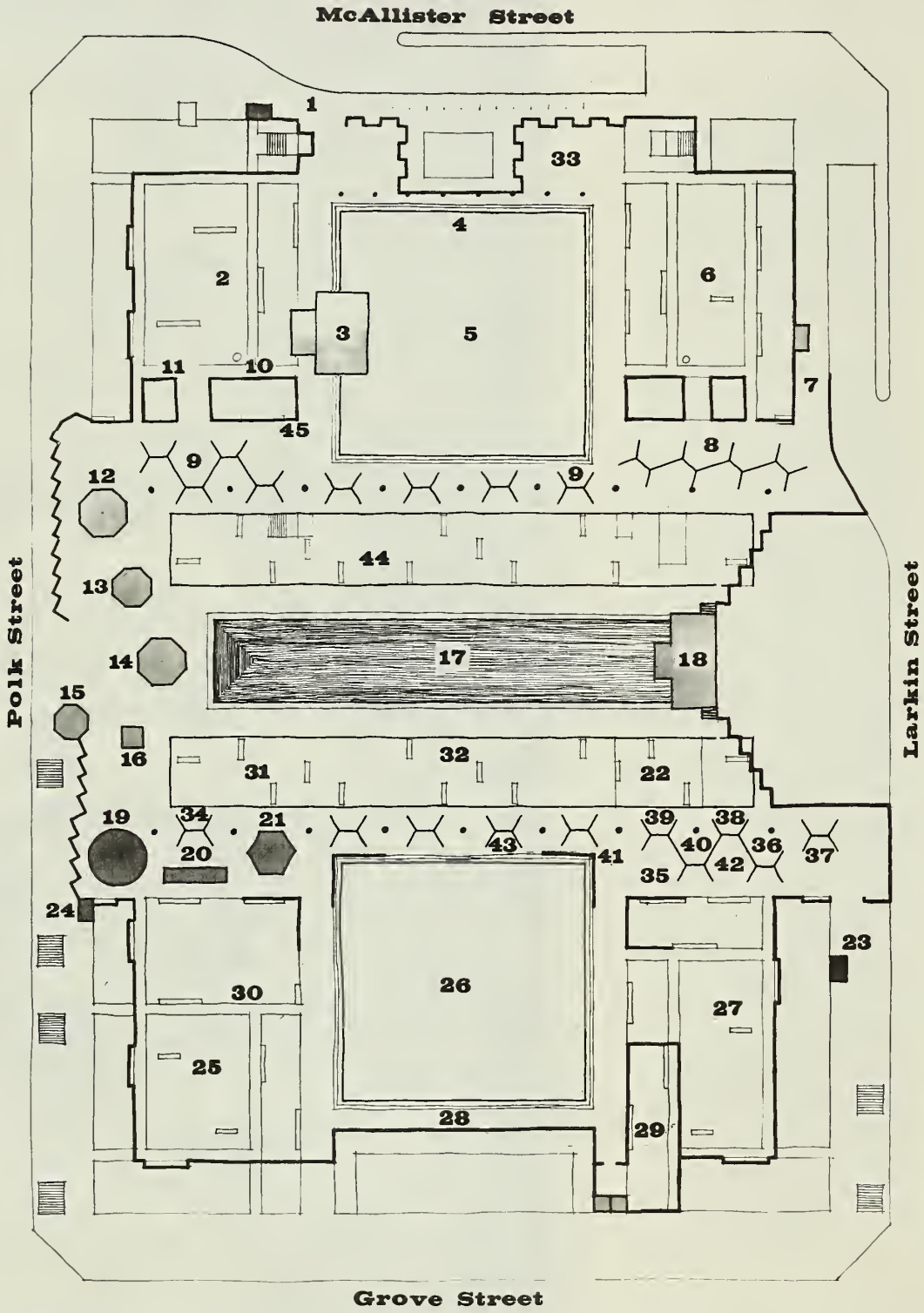
Abbot, Gregory L.
Abraszewski, Piotr
Alderson, Margaret
Alexander, Sharon
Alexander, Thomas
Andrews, Frederick
Annino, Joe
Baroway, Carolyn
Barras, Helga
Baumgardner, Evelyn
Belcher, Raymond R.
Blake, Bernard
Blake, Ken
Bobino, Clarence
Brewer, Diana
Burke, James L.
Bush, Ann
Butterfield, Christine
Camacho, Cristina
Castricund, Lincoln
Chan, Stanley
Charles, Linda
Chumley, James
Ciment, Phyllis
Cleveland, John
Close, David
Coker, Nadia
Collins, Dennis
Conrad, Daniel
Corboy, David E.
Cozzo-Adams, Gloria
Curtis, Lynn
Dana, Megan
Davis, Jack
Dearborn, Michele
DeLaTorre, Lou
DeViveiros, Don
Devlin, David
Doble, Nick
Dodge, Bill W.
Doyle, Terry
Driscoll, Ella
Dryer, Roy E.
Edmonson, Jan
Elder, Lauren
Elliott, Douglas
Enriquez, Jess
Estes, James R.
Ferrer, Valerie C.
Fishler, Martha
Foley, Peter
Gilliam, Ranona S.
Goldberg, Daniel
Goldman, Gill
Goldman, Ronald
Goodwill, Margaret
Grabiner, Gene
Groch, Renee
Grossman, Arnold
Grunberg, Diane
Harader, Andrew
Hardy, David
Hendrickson, Robert LaVon
Herman, Miki
Hernandez, Robert P.
Herst, Ethel
Hinz, Randal R.
Hogan, Patrick
Holliday, Stacey

Hollister, L. Kent
Hopper, Brian
Hudin, Lee
Jackman, Mary K.
Jenko, David Jenkins
Jensen, Gary L.
Kalbach, Paul
Katz, Joanna
Kawakatsu, Sadako
Keating, Michael
King, George
Kirby, Vesta
Kraus, Jerrell
Krise, Joe
Laky, Zoltan
Lancaster, Gilbert
Landis, Judi
Lansen, Christine
Lazar, Howard
Ledbetter, Emy
Leland, John
Leptich, Elisa
Lewis, Adam R.
Lomahaftewa, L.
Lomberg, Jon
Malisch, Tim
Mansfield
Marigan, Stephen
Markmann, Pamela
McBride, Laura
McGuire, Terry A.
Meuser, Kristin J.
Milazzo, David N.
Miller, R. Paul
Miller, Wes
Mitchell, James O.
Miyashiro, Gloria
Moore, Alma
Niehaus, Rose Leone
Nisbet, Jacquetta
Norstrom, L.
O'Connor, Patsy
Olson, Andrew
Padilla, Ernest
Peterson, James
Pillsbury, Lauren
Pollard, Jann
Powell, Allen
Pratt, Gail M.
Pruden, Felicity
Pucci, Judith
Quan, Susan
Quinn, Wayne Douglas
Rades, Jane
Reynolds, Carita S.
Riggle, Carole
Roberts, Kirk
Rose, Arden
Roth, William
Sahl, Ted
Salisbury, Marilyn
Samuels, Michael
Scott, Dorothy L.
Schneider, Ruth
Schneider, Ursula
Schroeder, Richard
Sebreny, Samuel A.
Skidmore, Noel
Smith, Sewall
Shaw, Susanna
Shuey, George
Singerman, Jean
Slater, Stan
Smith, Douglas B.
Spear, Marilyn
Springer, Michael
Steiner, Robert
Steward, Gerald
Stoppelman, Margaret
Szombathy, T.
Tamura, Akio
Torres-Garza, Rafael
Trevigne, Arthur A.
Tsuda (Chieko)
Wallace, Leslie
Ward, Robert
Waters, Richard
Weber, Frank
Welsh, M.H.
White, Gage
Whitney, Nancy
Wik, Jutta
Wilkins, Bill
Williams, Arnold R.
Venosa, Bob
Young, John G.
Young, Keith
Zeldin, Marian
Zins, Jack
Winter, Johnny
Wommack, Pat
Wood, Nicholas W.
Vaaler, Nan D.

SCULPTORS

Burns, Carl
Colombini, Richard
Ewing, Dvane
Fuente, Larry
Gallagher, David
Gersich, Noranne
Godoy, Gilbento
Greenwald, Paul
Hipkiss, Cynthia
Hones, Gene M.
Huyck, Clyde R.
Jones, David
Kalnitsky, Robert
Leeds, Paulene
Loomis, John
Macchiarini, Daniel
Martin, Fran
Martineau, Ray
Merrill, Catherine
Nelson, Charles B.
O'Neill, Ralph
Pattison, Alez J.
Pennock, Joel Rincon
Reussner, Willie
Rives, Ann
Rives, Dan
Robertson, James B.
Schlatter, Fredric J.
Schwartzman, Suzanne
Squire, Robert S.
Weiss, Jeffrey M.
Williamson, Harward
Zadirian, Zadir

Photo by Robert W. Randall



1971 ART FESTIVAL PLAN

KEY

1. Food & Exit
2. Educational Institutions
   - "Trip Out Truck" DeYoung Memorial Museum
   - The Academy of Art College
   - San Francisco Unified School District
   - Bernal Heights Visual Arts Center
   - Hospitality House
   - New Age Educational Association
   - Phoebe Hearst Preschool Learning Center
   - Recreation Center for the Handicapped Inc.
3. Stage
4. Ivan Majadrakoff
5. Sculpture on the Grass
6. San Francisco Potters Association
7. Food & Exit
8. San Francisco Women Artists
9. Invited Painters
10. Community College
11. Neighborhood Arts Program
12. Saturn & Co.
13. Drawing & Collage
14. Purchase Prizes - Home Savings & Loan Association
15. Information
16. Lapp "The City"
17. Sculpture in the Pool
18. Special Print Pavilion
19. Bay Area Photographers
20. Olive Hyde Art Center
21. Metal Arts Guild
22. Group 22
23. Food & Exit
24. Food
25. Weavers
26. Sculpture on the Grass
27. Crafts
28. Precivale
29. Nursery
30. Art in Action — Glass Blowing
31. Bay Area Arts & Crafts
32. California Designers
33. Conceptual Artists
34. Galleria De La Raza
35. Graphic Arts Workshop
    - Litho Art in Action
    - Handmade Paper
36. Image Circle
37. Marin Society of Artists
38. Art Guild of Pacifica
39. Unicorn Gallery
40. Palo Alto Art Club
41. Invited Photographers
42. Society of Western Artists
43. Invited "Watercolor"
44. Sumi Art in Action
45. Reynolds Scholarship Competition

Music and Stage Programs

THURSDAY, SEPTEMBER 23

10:00 am	Maurey Wolohan Combo
12 noon	The New Group Theater (comedia del arte') presents "Il Dottore"
1:10 pm	Time Machine (jazz group), Richie Crabtree, leader
3:10 pm	Carlos Alarcon Trio (mariachi band)
5:00 pm	Rep Co No. 9 and The Webfoot Theatre, present poetry and improvisation, a Monty Pike and Mother Goose Inc. collaboration
5:30 pm	The Claytonia Gospel Pearls present "A Joyous Revival," Chris Powell, manager
6:15 pm	Roger Greene as "Simon" (mime)
6:30 pm	Poets: Al and Russell Robles, Emily Capachero, George Leong, Serfino Sequia, and Janus Murakami
7:10 pm	Free-Way Barter Theatre presents "Dangling Desperation, or All Strings Attached," Keith McNair, coordinator

*1, 3 & 7 pm: Paul Robert De Merritt, Mimest Extraordinaire of San Francisco State College

FRIDAY, SEPTEMBER 24

10:00 am	The Melodairs, Jane Mullally and Marie Manini
12 noon	Mother Goose, Inc., music, drama and dance, Phil Paré, representative
1:10 pm	Randy Randolf Trio (jazz)
3:10 pm	Dick McGarvin Trio (jazz)
5:00 pm	Black Writer's Poetry Workshop, Burial Clay, coordinator
5:30 pm	The Wood n' String Band, Robert Lewis, leader
6:15 pm	Black Writer's Workshop presents a dramatic reading, Burial Clay, coordinator
7:00 pm	The Tafa Music Machine under the direction of Art Brennan

*1, 3 & 4 pm: Paul Robert De Merritt, Mimest Extraordinaire of San Francisco State College

SATURDAY, SEPTEMBER 25

10:00 am	Bobby Garay, the cable car ringing champion and Bud Seghieri, accordionist
12:10 pm	Black Light Explosion Company, Michael Catlett, manager
1:10 pm	Free City Puppets, Mr. and Mrs. Bill Lyndon, directors
1:45 pm	Roger Greene as "Simon" (mime)
2:10 pm	Samantha Thomas Dance Troupe (modern-movement)
3:00 pm	Gerry Olds Quartet
5:00 pm	The San Francisco Mime Troupe presents, "The Gutter Clown Show," Jerry Wiesman, coordinator
6:00 pm	Heather (contemporary band), Malcolm Sagenkahn, manager
7:00 pm	Mission Arts Alliance (music and poetry)
7:30 pm	Ron Douglas and Tim Lewis

*12, 1 & 2 pm: Ted Allison as "The Great W.C. Fields"

In-the-Area: The Puppet Fringe, Marsha Stern

SUNDAY, SEPTEMBER 26

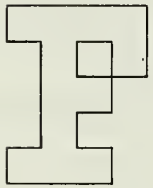
10:00 am	Don Mapes Ensemble present "Mountain and Plains Ballads"
12:10 pm	The San Francisco Actor's Lab presents "The Pot Boilers" by Monty Pike
2:10 pm	Running Easy (rock group), Jerry Weiner, manager
3:00 pm	Joey Smith, Thomas Duckett and Company (drama)
3:30 pm	Mother Goose Puppeteers present "The Duck That Couldn't Waddle" by John Donley and Dick Gibson
4:10 pm	Hot Patooties! (rock band), Faith Winthrop, manager
5:00 pm	Mascarde presents "12 Clowns" an improvisation by Thanos Simos
5:30 pm	B&B Experimental Theater, Oscar Jones & M. Booker
6:30 pm	Bob Bendorf and Co. (piano and song)
7:00 pm	The Angels of Light present "The Free Theatre and Kabaret"

*12, 2 & 4 pm: Ted Allison as "The Great W.C. Fields"

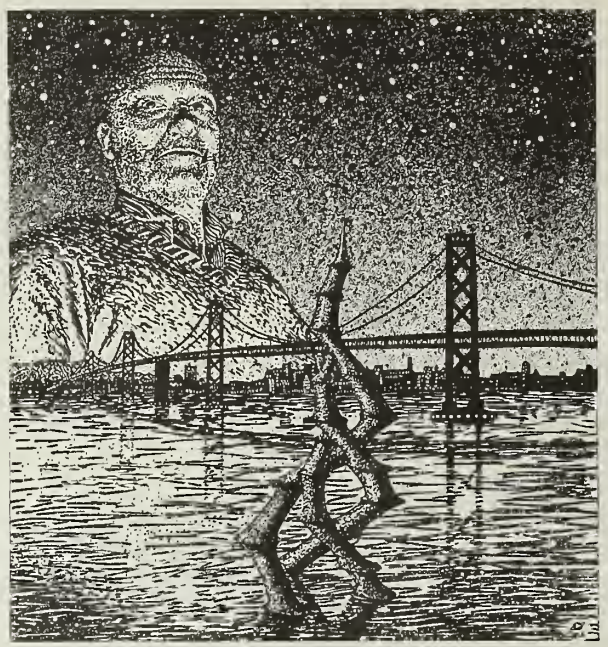
Intermission Music has been recorded by Capricorn Studios, 623 Grove Street (Omar Abdul, operator), and features the following local artists:

Weusi, Robert Moses (soul band)
Hohfeld (rock group), Tom Gagne
Oleson and Company (classical piano and horn)
Shades of Time (contemporary soul), Calvin Bell
Claytonia Gospel Pearls (gospel rock)

everything
for the artist



FLAX'S ARTISTS MATERIALS
250 Sutter Street
San Francisco, CA 94108
(415) 391-7400



ROBERT B. HOWARD
by
JOHN ALMOND

Special Exhibits

ART COMMISSION GALLERY, "Capricorn Asunder" 165 Grove Street: Robert Howard, sculptor; a selected retrospective exhibition of sculptures surveying the life career of this distinguished artist.

"SOUNDING BOARD" by Ivan Majadrakoff. "A large painting, 20' x 20', composed of hundreds of multisized objects floating on a dark background suggesting an empathic relationship with the viewer.

MAURICE LAPP: "THE CITY", a group of paintings depicting the character of urban environment. "What interests me in painting are the many faceted aspects of the urban landscape, the shifting vistas and the effects of light, shade and atmosphere. Translating these into a painterly statement is my aim."

SATURN & CO.: a selected group of paintings prepared for the 25th Art Festival celebration by the following visionary artists: John Almond, Fred Brayman, Jim Chappen, Peter Di Gesu, Gail Fried, Cynthia Grace, Josie Grant, Bunny Greeley, Charles Greeley, Patricia Herzfeld, Nick Hyde, Jacques Levy, Sheila Martin, Ned Millet, Norman Stiegelmeyer, Gage Taylor.

GILBERT PRECIVALE: Acrylic on canvas, 10′ x 25′. "Man is the result of his personal and social history. By way of my own limited objectivity, I, as a painter, am a recorder of my time."

BAY AREA PHOTOGRAPHERS: "AIR AND FIRE": Fred Conandent, Ernest Franchen, Ray Guenther, Eleanor Lawrence, Barbara Lee, Peter Levy, Don Langanecker, Stefanie Steinberg, Susan Tanaka, Paul Tracy, B. Ullrich Zuckerman.

"GROUP 22": for the 22nd consecutive year Nubuo Kitagaki, designer and coordinator, has organized an excellent group of 22 artists and craftsmen. Art-in-Action: Metal sculpture & batik: Barry Adler, Glenn Black and Sachiko Kusachi. Bernice Bing, George Blow, Earle Curtis, Charles Dawkins, Steve Delatorre, Max Fitz-Patrick, S. Paul Gee, Florence Holub, Alice Jeung, Jeremiah Keyes, Nobuo Kitagaki, Sam Lefkowitz, Diane Leon, Win Ng, Martha Roberts, Kay Sekimachi, Ernest Skiades, Robert Tavares, Spaulding Taylor, Randy Tuten, Bob Winston.

TWINROCKER HANDMADE PAPER by Howard Clark. "The craft of handmade papermaking from cloth rags to the finished sheet with no chemicals or chemical processing."

ARTISTS OF THE GRAPHIC ART WORKSHOP will be demonstrating Lithographic Technique. (Lithographic press, courtesy of the Griffin Press Company, Berkeley.)

GLASS BLOWING: Art-in-Action conducted by Acme Art Academy's instructor, Larry Wilson; students: Terry Yorty, Greg Mauk, Dave Mauk and Monique Harden.

NEIGHBORHOOD ARTS PROGRAM: Photo essays on the activities of N.A.P. Staff members of N.A.P. will answer questions and explain the nature of the program. 558-2335.

SUMI-E ART-IN-ACTION: Sumi-E painter Yoshii Yoshitsugu will be demonstrating his black ink technique every day from 12:00 to 6:00 pm.

A SELECTION OF PAINTINGS competing for: The Douglas Reynolds Scholarship, 1971. Organized by Neighborhood Arts Program, Bernice Bing — Coordinator. Artists: Tron Bykle, San Francisco; Donald Coles, Oakland; Josie Grant, San Francisco; Freddie Fong, Oakland; John Maurer, San Francisco.

OLIVE HYDE ART CENTER: A pavilion especially constructed for the exhibition, housing works produced in the center by students and teaching staff. The Olive Hyde Art Center is a function of the Department of Recreation and Leisure Services of Fremont. The mission of the art center is three-fold. The center provides opportunities for recreation, education and services to broaden the cultural base of the community. This is accomplished through a regularly scheduled annual program of classes, workshops, exhibitions and open competitions.

ART-IN-ACTION-SITTERS-SERVICE: This is a child care center operated by the San Francisco Council of Parent Participation Nursery Schools. The center will serve as a babysitter for parents wishing to attend the Art Festival. Children will be provided with easels, crayons, paper, scissors, paste and clay. Note: Parents may leave children at the child care center conducted by the Parents of the San Francisco Co-operative Nursery Schools. Hours: Thursday, Friday, Saturday and Sunday — 10 am to 6:30 pm. Portable-Play Sculpture by Community Design Center.

The information booth, this year, as in past years, is conducted for the Festival by Artist Equity Association.

Photo by Harry I. Cox

Educational Institutions Exhibits

"TRIP-OUT TRUCK" is a community program sponsored by the M.H. de Young Memorial Museum and the California Palace of the Legion of Honor. The truck brings a program where the residents of the community can interact with one another, Elsa S. Cameron, Curator of Education, Tron Bykle, Exhibit Supervisor.

THE ART DEPARTMENT OF THE DIVISION, Community College district presents a selection of works produced during the school year term 1970-1971, inclusive of students of the 1st, 2nd and 3rd year. Sponsored by Pacific Heights Adult School: Alfred Azavedo, Principal; Carolyn Biesiadecki, Registrar; Alemany Adult School: William Tresnom, Principal; Maxwell Gilette, Registrar; Marina Adult, Galileo Adult and Mission Adult: Coordinator and Instructor, Toby Klayman; Student Committee — Norma Kaline, Arlene Hadfield.

THE ACADEMY OF ART COLLEGE: Offering 3 and 4 year programs in art. Professional certificates and B.F.A. degrees with majors in painting, sculpture, printmaking, illustration, fashion illustration, advertising, design, photography, film-making, crafts, teaching credentials and B.F.A. granted by Lone Mountain College with studio art courses at the Academy of Art, Robert J. Brawley, Director.

S.F. UNIFIED SCHOOL DISTRICT: An exhibition of the art classes for the San Francisco schools, Herbert Simons, Director of Art.

BERNAL HEIGHTS VISUAL ARTS CENTER: The exhibit consists of leather and jewelry work, stained glass cutting, wood sculpture. Marcella Wright, Coordinator and Teacher.

HOSPITALITY HOUSE: The Creative Arts Program of a school in the Tenderloin. Bob O'Connor, Art Director.

NEW AGE EDUCATIONAL ASSOCIATION: "A Day Care Learning for Children," George Rowan, Coordinator.

PHOEBE A. HEARST PRESCHOOL LEARNING CENTER: "Child art classes of the Golden Gate Kindergarten Association," Mary L. Nordland, Director.

RECREATION CENTER FOR THE HANDICAPPED INC. Samples of works produced by handicapped children, Janet Pomeroy, Director.

Credits and Appreciation

Thomas J. Mellon, Chief Administrative Officer of the City and County of San Francisco.
Recreation & Park Department: Joseph Caverly, General Manager; Edward McDevitt, Supt. of Recreation; Joseph Misuraca, Assistant Supt.; Emmett O'Donnell, Supt. of Parks; Jack Spring, Assistant Supt. of Parks; Carl Poch, Assistant Supt. of Parks; Al Ottoboni, Chief Nurseryman.
Police Department: Al Nelder, Chief of Police; Captain Ernest Raabe of the Northern Station.
Purchasing Department: Frank Conway, Purchaser; Joseph C. Gavin, Assistant.
Deputy for Social Programs — Revels Cayton.

The contribution from the Zellerbach Family Fund without which the plan of the 25th Annual Art Festival could not be carried out — Edward Nathan, Executive Director.

Gerald Nordland, Director of the San Francisco Museum of Art, for lending support to the retrospective exhibition, and John Humphrey, Curator of Art at the San Francisco Museum of Art, for his essay on Robert Howard.

Awards Jury

JURY OF AWARDS IN PAINTING AND SCULPTURE

Alfred Frankenstein, Art Critic
George Neubert, Curator of Art at the Oakland Museum
Barbara Spring, Sculptor

JURY OF AWARDS IN CRAFTS

Cecile McCann, Editor of "Art Week"
Ernie Kim, Director of the Richmond Art Center
Peter Macchiarini, Jeweler

A panel of museum directors will select the "Artist Exhibition Award."

Ernie Kim, Director of the Richmond Art Center
George Neubert, Curator of Art at the Oakland Museum
Kerry Marshall, Director of the Civic Arts Gallery, Walnut Creek
William Donahey, Director of the California College of Arts and Crafts Gallery, Oakland

Special Thanks to: Harold Zellerbach, President of the San Francisco Art Commission for his untiring support and dedication; Ernest Born, Chairman of the Civic Design Committee, for his suggestions and contributions to the retrospective show; Ruth Asawa, Chairman of the Visual Arts Committee, Tony Sotomayor, Tom Hsieh for their advice and guidance; Martin Snipper, Executive Director of the Art Commission, for his unending help, constructive suggestions and knowledge of the complex city government laws which made possible the realization of this special anniversary of the festival;
Capricorn Asunder Gallery Committee: Bunny Greeley, John Gilbert and James Mitchell for their time, enthusiasm and cooperation in organizing the retrospective exhibition.
The Screening Committee, for their assistance: Eleanor Bender, Charles Greeley, Alexander Riskin, Thomas Marioni, Alice Jeung, Difa Hamins, James Mitchell, Rick Strini.
All the volunteers that have made this festival possible.

Photo by Robert W. Randall

EAST WIND PRINTERS

The late Howard F. Ahmanson devoted much of his time, fortune and influence to fine art, encouraging artists in search of an identity as well as those who had found one. It is the first group he sought to aid by providing purchase award money for the Los Angeles All-City Outdoor Art Festival from a company he owned, Home Savings and Loan Association.

In its 17th year of sponsorship, the firm owns all of the purchase money winners numbering over 300. Some of the early winners have since attained substantial recognition.

Ahmanson's heirs and successors under the leadership of his nephew, William H. Ahmanson, Home's Chairman of the Board, continue the practice he began. In addition, exhibits of varying size are assembled from the collection and circulated to private and public locations free of charge for the interest and enjoyment of many.

In February this year Home purchased $4000 worth of paintings, sculpture, graphics and photography from the Centennial of the San Francisco Art Institute. Among artists represented in the "Centennial", Vic Smith, Phyllis Davidson, Ruth Erlich, Linda Levi and Ed Duin are also represented in the Home Savings Southern California collection.

Home does not merely buy art, instead, jurors of note are invited to make the selections. The primary objective is to keep record of the development of contemporary art and offer it for the consideration of others. It is important that each selection be relevant to and a significant representation of contemporary art.

The $10,000 in purchase awards for the San Francisco Art Festival mark the beginning of a bright new chapter in Home Savings' art collection. Immediately after the Festival the new purchases will begin touring branches in the Peninsula and East Bay areas.

Home Savings and Loan opened the first Northern California branches early in 1970 through merger with Guarantee Savings and Loan Association of Livermore Valley. The first eight months of operation produced an astonishing 38.6% increase in savings deposits for the four Bay Area locations, giving substance to the cordial welcome extended by the people of San Francisco, Oakland, San Jose and Livermore. September 1, 1971 saw the opening of a new branch in San Mateo with several more planned throughout the Peninsula and East Bay areas before year's end.